Tactic #4: Roundup posts

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing a roundup post

- Roundups are posts where you ask the same question to a group of experts and you share all their responses
- Establish what the question is going to be
- Types of questions:
  - Yes or No plus an explanation
  - Multiple choice plus an explanation
  - Open-ended
  - Fill in the blank (complete a sentence)
- Any response will be more valuable if it's accompanied by an explanation of why the expert chose that specific answer
- Steps for creating a roundup:
- **#1 Make a list of experts and how to contact them**

  - try to choose experts with a large following
- **#2 Prepare how you'll collect their responses**

  - create a Google form or use Survey Monkey
  - don't forget to include a confirmation page to thank them for responding

- **#3 Create a template message/email asking your question**

  - greet them in a warm way
  - get to the point quickly and explain the benefits for them as well
  - tell them exactly what they need to do and by when
  - include the link to your form or survey

- **#4 Contact the experts**

- **#5 Collect their responses and create your post**

- Once you write your post, tweet out a link to it and @mention the experts, then email the experts and thank them again

- **The other way you can do a roundup is to curate answers from online, public sources**